

Date: 5-Nov-12

TO: Susie Toma
Cheryl Long

copy: Cedric Thomas
Jennifer Stewart
DeAnna Datillo
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**
Candidate: Rothfus
Week of: 10/29 - 11/4
Contract Number: 321742 - HL 6183753

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
39	6-7A M-F	:30	\$575	5	4	\$550	\$100
117	430-6A W-F	:30	\$175	5	1	\$125	\$50

TOTAL REBATE (Gross) \$150
(Net) \$127.50



Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency Strategic Media

Write-up Date 11/5/12

Client Poll/Rohlfus

Requested By D. Tavoletti

Campaign/Title Congress

Resolution Date _____

Reason:

Customer Deduction _____

Sales Person Error _____

Billing Error _____

Traffic Error _____

Separation/Scheduling Problem _____

Late Run _____

Other ☒

Reference:

Invoice No. _____

Invoice Date _____

Contract No. 321742

Explanation of Adjustments by Requestor: LUC

Additional Explanation by _____:

GROSS Amount to be Credited: \$ 150.00

Debited: \$ _____

NET Amount to be Credited: \$ 127.50

Debited: \$ _____

ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:

1. Account Executive: _____ Approved _____ Date _____

2. Local/National Sales Manager: D. Tavoletti Approved ☒ Date 11/5

3. General Sales Manager: _____ Approved _____ Date _____

General Manager (Over \$5000): _____ Approved _____ Date _____

4. Final Approval: Controller: _____ Approved _____ Date _____

Entered On Spreadsheet _____ Entered as done _____ Entered in OSI _____



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Strategic Media Placement
7669 Siders Loop
Delaware, OH 43205

Contract # 321742

Schedule Dates 10/03/12-11/06/12
Advertiser Pol/K Rothfus/R/Congress (13160)
Agency/T-Code Strategic Media Placement (3469)/157739025
Product Political - Federal Candidate (1067)
Brand POL/K ROTHFUS/R/CON/PA (130629)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name EVERSOLE, WHITNEY
Phone/Fax /
CPE 2409
Account Types National/Political
Billing Type Standard
Comments KEITH ROTHFUS
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 07/12/12
Last Modified 11/05/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06183753
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$18,757.50
Net Total \$106,292.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012 Spots 86 Rate \$69,400.00
Nov. 2012 49 \$55,650.00
Grand Total: 135 \$125,050.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
117.0	M/G For 45.0.1 / Spot	10/31/12-11/02/12	5	:30	4:28A- Channel 11 News 430A	1			X	X	X			1	\$175.00	\$175.00	Pittsburgh (WPXI)	430-5a/31	10/30/12
118.0	Normal Line / Spot	10/31/12-11/02/12	5	:30	4:58A- Channel 11 News 5am	1			X	X	X			1	\$300.00	\$300.00	Pittsburgh (WPXI)	5a	10/30/12
119.1	M/G For 63.0.1 / Spot	11/01/12-11/03/12	3	:30	11:59A- Channel 11 News AT Noon	1				X				1	\$375.00	\$375.00	Pittsburgh (WPXI)	Noon News/39	11/1/12
120.0	M/G For 45.0.2, 46.0.1, 73.0.1, 79.0.1, 79.0.2, 88.0.1 / Sports-Football	11/03/12-11/03/12	5	:30	3:30P- Notre Dame Football							1		1	\$5,000.00	\$5,000.00	Pittsburgh (WPXI)	ND/31	10/31/12
121.0	M/G For 80.0.1 / Spot	11/02/12-11/02/12	3	:30	11:59A- Channel 11 News AT Noon						1			1	\$500.00	\$500.00	Pittsburgh (WPXI)	NOON/48	10/31/12
122.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	11:59A- Channel 11 News AT Noon									1	\$500.00	\$500.00	Pittsburgh (WPXI)	noon	10/31/12
123.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	5:30A- 6A (EST)						1			1	\$250.00	\$250.00	Pittsburgh (WPXI)	NEWS 530-6A	11/2/12
124.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	6A- 8A (EST)						1			1	\$675.00	\$675.00	Pittsburgh (WPXI)	NEWS 6-8A	11/2/12
125.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	8A- 10:30A (EST)						1			1	\$750.00	\$750.00	Pittsburgh (WPXI)	NEWS 8-1030A	11/2/12
126.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	1:03A- Jerome Bettis 1-130A						1			1	\$750.00	\$750.00	Pittsburgh (WPXI)	BETTIS 1-130A	11/2/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Pittsburgh (WPXI)

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Grand Total:	135	\$125,050.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
35.0	Normal Line / Spot	10/03/12-10/05/12	5	:30	5:59A- Channel 11 News 6am	2			X	X	X			2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	NEWS 6-7A/27	8/17/12
36.0	Normal Line / Spot	10/08/12-10/12/12	5	:30	5:59A- Channel 11 News 6am	2	X	X	X	X	X			2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	NEWS 6-7A/28	8/29/12
37.0	Normal Line / Spot	10/15/12-10/19/12	5	:30	5:59A- Channel 11 News 6am	3	X	X	X	X	X			3	\$575.00	\$1,725.00	Pittsburgh (WPXI)	NEWS 6-7A/28	8/29/12
38.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	5:59A- Channel 11 News 6am	4	X	X	X	X	X			4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	NEWS 6-7A/28	8/30/12
39.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	5:59A- Channel 11 News 6am	4	X	X	X	X	X			4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	NEWS 6-7A/28	8/29/12
40.1	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:59A- Channel 11 News 6am	1								1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	NEWS 6-7A/29	11/21/12
41.0	Normal Line / Spot	10/03/12-10/05/12	5	:30	7A- 8A (EST)	2			X	X	X			1	\$475.00	\$475.00	Pittsburgh (WPXI)	TODAY 7-8A/30	8/29/12
42.0	Normal Line / Spot	10/08/12-10/12/12	5	:30	7A- 8A (EST)	3	X	X	X	X	X			3	\$475.00	\$1,425.00	Pittsburgh (WPXI)	TODAY 7-8A/31	8/29/12
43.0	Normal Line / Spot	10/15/12-10/19/12	5	:30	7A- 8A (EST)	3	X	X	X	X	X			3	\$475.00	\$1,425.00	Pittsburgh (WPXI)	TODAY 7-8A/31	8/29/12
44.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	7A- 8A (EST)	4	X	X	X	X	X			2	\$475.00	\$950.00	Pittsburgh (WPXI)	TODAY 7-8A/31	8/29/12
45.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	7A- 8A (EST)	4	X	X	X	X	X			2	\$475.00	\$950.00	Pittsburgh (WPXI)	TODAY 7-8A/31	8/29/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

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